

IM Project Development

Tom Leaser

Fall 2018

Yuqing Qiao

This is a project about revealing the dark side behind the glamorous idols or celebrities. It is not so much that this project is influenced by past projects, it is better to say that it is from my daily life, interest and experience. I have been paying attention to k-pop for a long time, probably starting from junior high school. Becoming a fan of k-pop is starting in 2014. From the beginning, I only saw the handsome appearance of the idols. Later, I found out that they work hard and hard to get the opportunity to debut and the fans' love. After that I learned that the companies in South Korea are cold-managed to them. Nowadays, with the development of k-pop more and more powerful and international, more and more children with young age want to become become stars, and be loved by more people. It is precisely when the k-pop industry is too eye-catching and bright, we should not be confused by the darkness covered by these dazzling light. We should keep a clear mind. I think different voices are needed in society.

K-pop's music works are mainly distributed in the form of video. So the project will be a video installation. The characters that appear in my video will be designed with k-pop idol features, such as in dress style, the video is an experimental video. There is no specific narrative in the content, but there are some elements that reflect the dark side of the k-pop industry. For example, the company mechanizes the idol as a product to get higher benefits from the fans.

Through this work, I would like to say that in today's society where capitalism

predominates, the first important thing seems to be economic interests rather than human natural interests. Technology is also important today, but while inventing robots, we seem to domesticate real humans into people without characteristics, like robots. So this is a work for everyone. Let us reflect on the relationship between people and people, the relationship between man and nature, and the relationship between man and society.